

June 9, 2003

Dear Friend of Waukesha County,

Do you know of a business, non-profit organization, or governmental body in our County that deserves to be honored as one of the best? If so, I invite you to submit a nomination to the eighth annual Waukesha County Executive Award program.

This award program seeks to recognize organizations in the private, public, and non-profit sectors that contribute to the continued success of the County and its citizens. On October 2, 2003, we will honor the winners at a luncheon at the Country Inn in Waukesha. The Waukesha County Business of the Year and Government of the Year will receive a beautiful award featuring the County's logo. The non-profit organization, in addition to the award, will receive a \$5,000 grant from U. S. Bank, which is sponsoring this award program with my office.

This award program is a little different than most. Our panel of judges will assess how each nominee meets the needs of four stakeholders: customers, "investors", employees, and the community at large. Throughout its history, our County has been blessed with countless organizations that have demonstrated a keen sense of responsibility toward each of these stakeholders. This balanced definition of success has contributed greatly to the quality of life here, which will help to ensure that Waukesha County continues to thrive for years to come.

I encourage you to scan the following pages and hope that you will seriously consider entering a nomination. We've kept the form relatively simple to make it easy for you to participate. I hope you'll join us on October 2, as we honor our award winners.

Sincerely,

Daniel M. Finley  
County Executive

## ORGANIZATIONAL PROFILE

(Please complete as many items as possible.)

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

Year Founded \_\_\_\_\_

Number of Years Located in Waukesha County \_\_\_\_\_

Product(s) and/or Service(s) Offered \_\_\_\_\_

Market Served (i.e., Geographic Area and/or Description of Customer Base) \_\_\_\_\_

Annual Revenue or Annual Budget (Please indicate which)

In 1998 \_\_\_\_\_

In 2002 \_\_\_\_\_

Number of Employees as of July, 1998 \_\_\_\_\_

As of July, 2002 \_\_\_\_\_

Name of Chief Executive Officer \_\_\_\_\_

Phone \_\_\_\_\_

Name of Nominator \_\_\_\_\_

Address of Nominator \_\_\_\_\_

Phone \_\_\_\_\_ Relationship of Nominator to Nominee \_\_\_\_\_

**Nominations must be postmarked no later than Friday, July 25, 2003. Send to:**

Office of County Executive  
1320 Pewaukee Road, Room 320  
Waukesha, WI 53188  
Phone 262-548-7902  
Fax 262-896-8510

## WAUKESHA COUNTY EXECUTIVE AWARD CRITERIA

Each organization in our county has multiple stakeholders --that is, groups that have a legitimate stake in the organization's operation. This award seeks to recognize Waukesha County organizations that do an outstanding job of meeting needs and expectations of their stakeholders.

In the space below or in a one page summary, please explain how your candidate meets the following four criteria: (Please note: nominations must not exceed 10 pages. Brochures, annual reports, videotape, and/or other extras will not be considered by the selection committee.)

### 1. Value added for customers.

Regardless of whether our customers are businesses, consumers, citizens, social service clients or others, the organizations that make up our private, public and non-profit sectors exist to serve customers.

*(Please provide evidence showing that the candidate has consistently achieved a high level of customer satisfaction. Depending on the type of organization, this may include items such as information on sales volume growth; customer research data; customer testimonials; information on successful customer outcomes; measures of customer service improvements; etc.)*

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### 2. Value added for employees.

To achieve long-term success, organizations must invest in employee development and build employee commitment.

*(Please provide evidence that the candidate abides by policies and practices that promote equal opportunity for all employees, offer skill development opportunities, provide fair compensation and benefits, and contribute to a family-friendly work environment.)*

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**3. Value added for “investors”.**

Whether the cause is tougher competition, shrinking resources, or burgeoning demands for service, the same imperative cuts across all sectors of our community: Do more with less. To achieve and maintain success, organizations must leverage their resources more effectively than ever before. This may be done through the intelligent application of technology. It may result from developing strategic alliances or other creative forms of collaboration. It may be a function of product/service innovation or outstanding marketing. Whatever the strategy, the objective is enhanced productivity and expanded capacity.

*(Please provide evidence that the candidate has achieved a superior return on capital, tax dollars, charitable contributions, volunteer time and/or other investments through effective leverage.)*

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**4. Value added for the community.**

Beyond addressing the needs of customers, investors, and employees, the best organizations also recognize a responsibility to help meet the needs of the larger community. They understand that our success as organizations and individuals is ultimately dependent on maintaining what our County’s founders would have called “the commonweal.”

*(Please provide evidence of the candidate’s community involvement and support.)*

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